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Black Fly: Real juice, real vodka, real bite

By ELIZABETH BAIRD (TORONTO SUN)

BLACK FLY: So you think the black fly season is over? Think again. As you read, there are folks bottling Black Fly in the heart of downtown London, Ont., at the province's first micro- distillery.

Back in May 2005, husband and wife Rob Kelly and Cathy Siskind-Kelly founded Black Fly Beverage Co., named for the tenacious and determined little insect Rob remembered from his youth in Muskoka, an insect like their micro-business that comes in under the radar but delivers a mighty bite.

So what's in the bottles of Black Fly? Certainly no flies, but rather a ready-to-drink vodka cooler that's less sweet -- a low 4 on the LCBO sugar scale (many other coolers rank from 9 to 16) and more natural many than other coolers.

The ingredients are real cranberry and wild blueberry juice and premium province-made vodka without added colour.

The appeal is more cocktail than cooler and similar to a vodka soda with a splash of cranberry and blueberry juice.

People on the move will appreciate the fact that Black Fly comes in lightweight 400-ml non-breakable PET bottles with screw caps.

Black Fly is available at 425 LCBO outlets in four-packs for \$9.95.

Check out what the Black Fly Beverage Co. has to offer at blackflycoolers.com.